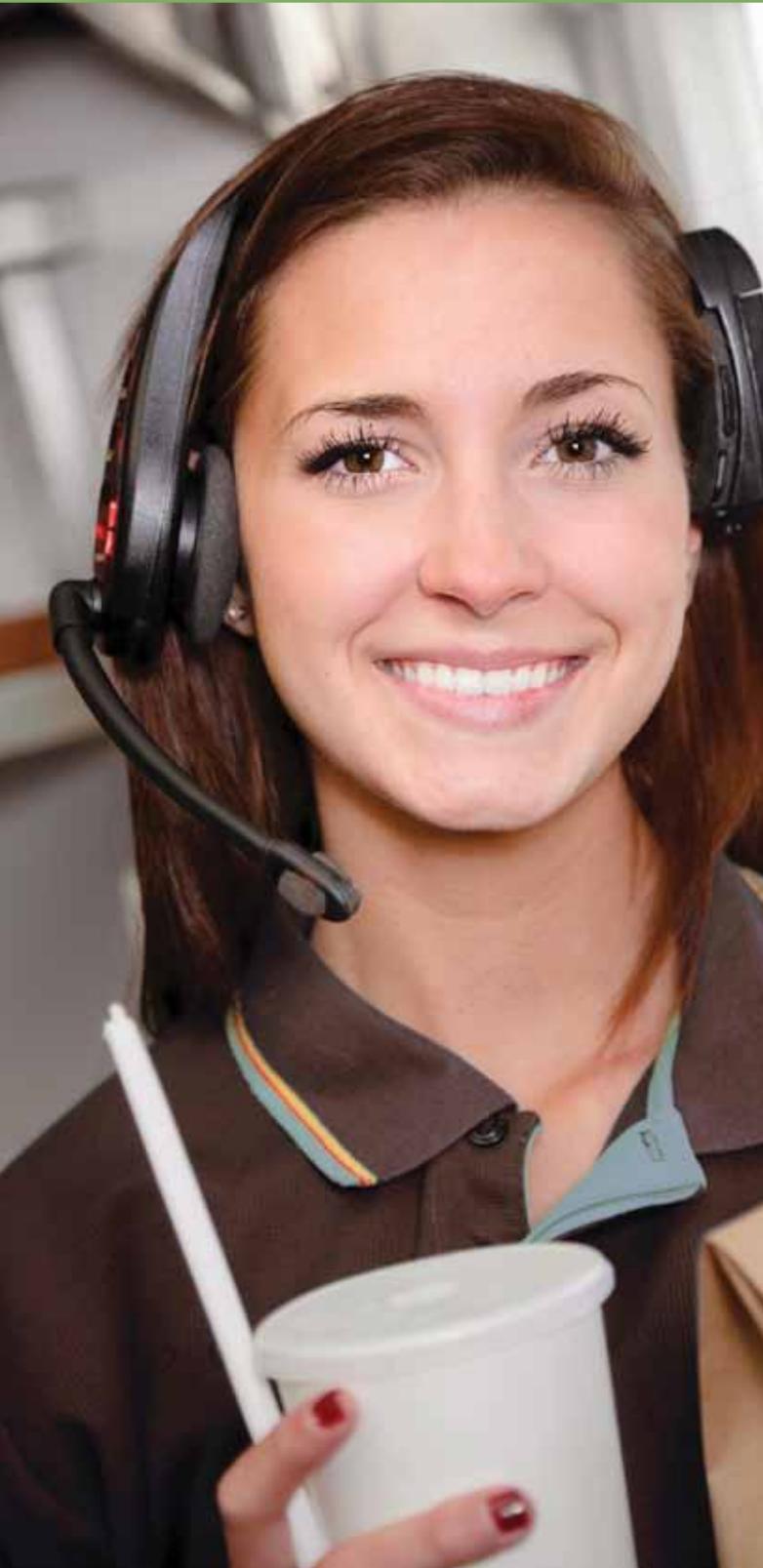


# SUCCESS STORY

Our Client: A&W Food Services of Canada, Inc.



## A&W Food Services of Canada, Inc.

A&W is Canada's original hamburger chain opening their first location in Winnipeg in 1956. Since then, A&W has continued to grow, expanding into over 700 locations from Vancouver Island to Newfoundland. At the heart of that growth is the fact that, while so much of our world has changed, the simple things that made A&W so popular in its early days are the same today. Visit [www.aw.ca](http://www.aw.ca)

## Business Situation

As part of their ongoing strategy to deliver the best tasting burger, A&W Canada was developing a new larger patty to compliment its existing menu. Simultaneously, operations managers had been assessing their cooking process with food safety always being top of mind.

## The Challenge

A&W was looking for a way to ensure that cooking procedures were followed precisely on every batch for all their products, thereby ensuring the best tasting burger was delivered every time. Additionally, A&W recognized they were no exception to the reality the QSR industry has a high turnover rate and needed the ability to quickly train new staff. Striving for a high quality finished product and the ability to train staff quickly meant A&W needed an updated cooking system.

## The Solution

A&W approached Kitchen Brains and other potential suppliers before ultimately choosing Kitchen Brains for its innovative solutions backed by superior customer support. "Kitchen Brains was ready and willing to customize a solution for us. After further review of the Kitchen Brains product line, we were pleased to find that the standard TRACKER™ Timers could achieve 98% of our original design specifications," stated Jeremy Banning, A&W Canada's Manager of Equipment Services. Today Kitchen Brains'™ TRACKER timers reside at the grill cook station and monitor the multi-stage cook process, which includes alerts for sear and flip. Its alphanumeric status display and audible tone alerts prompt crews for the right action at the right time.

## Business Results

- By installing a staged timer program that included a SEAR and FLIP alarm, A&W found the rate of staff compliance to their cooking process virtually perfect.
- The one multistage cook cycle with action alerts simplified training and enabled the staff to be successful and enjoy a less stressful environment.



## (FASTRON.)® TRACKER™ Timers

A&W Food Services of Canada, Inc. Success Story

### (FASTRON.)® TRACKER Timers Serve Results to A&W Canada Consistent “Burger” Quality, Food Safety, Simpler Operations & Training

- Precisely time any combination of products
- Helps to avoid food-borne illness by automatically monitoring cook and hold times
- Easily programmable count up or down product keys
- Intuitive words for product name and action alarm message
- 3 separate timing cycles per product
- 6 unique alarm sounds with 3 volume levels
- Large easy-to-read from across the kitchen green LED displays
- 4 selectable day part menus
- Peer to Peer Communications for automatically transferring time from one TRACKER to another with Master and Satellite pairing
- Mounting brackets for equipment, holding stations, or walls
- Smart Commercial Kitchen® network ready
- NAFEM Data Protocol compliant when used in conjunction with a gateway



### Logical “Next Steps” for Total Quality Management

After seeing positive results from the burger cooking procedures, A&W began using multi-step programming for all of their menu items cooked on the grill.

Kitchen Brains™ Peer-to-Peer Communications provides A&W Canada with a future option to automatically transfer time from the cook timer to the hold timer and prompt the right attention for held food.

### A Supply Chain Management Business Advantage

“Being able to tap into the Kitchen Brains™ engineering team for design and application ideas while relying on Russell Foods for field repair kits and just-in-time inventory provides us with the best of both worlds,” said Banning.

*“We like the fact that (FASTRON.)® TRACKER Timers are forward compatible, said Banning. This allowed us to be economically diligent and purchase only the features we needed to get started. We have high confidence in our ability to cost effectively evolve our process by turning on inherent timer features or upgrading to a more intelligent product in the future.”*



## KITCHEN BRAINS

Driven by (FAST.)® Networked by **SCK**

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### WARRANTY

Kitchen Brains warrants all new timers, computers, and controllers for 1 year from the date of purchase including computers, controllers, and timers. Kitchen Brains warrants all other items for a period of 90 days unless otherwise stated at the time of purchase.

### PATENTS

The products manufactured by Kitchen Brains are protected under one or more of the following U.S. Patents:

|           |           |           |           |
|-----------|-----------|-----------|-----------|
| 5,331,575 | 5,539,671 | 5,711,606 | 5,723,846 |
| 5,726,424 | 5,875,430 | 6,142,666 | 6,339,930 |
| 6,401,467 | 6,581,391 | 7,015,433 | 7,650,833 |
| 7,877,291 | 8,060,408 |           |           |

Plus foreign patents and patents pending. Plus licensed patent 5,973,297



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